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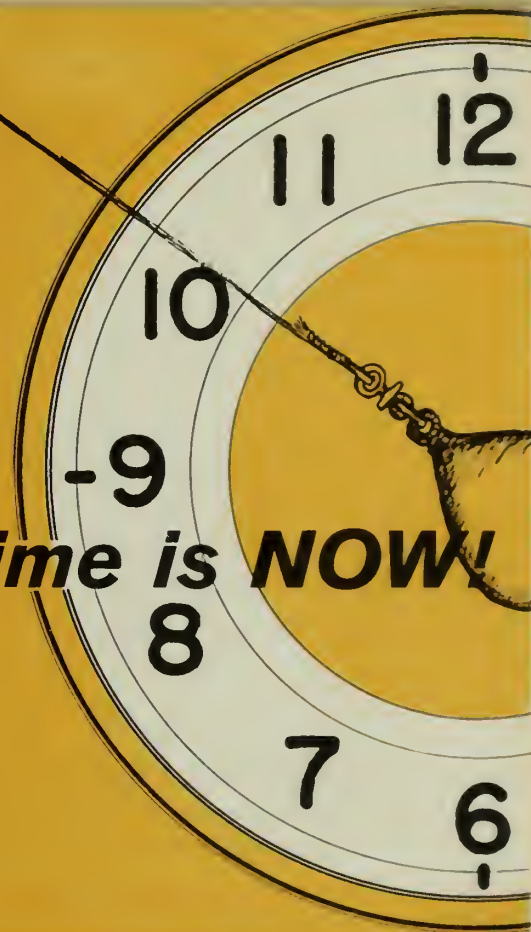
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the time is NOW!



ENTS • BUSINESSMEN • PROPERTY OWNERS

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OLDEN GATEWAY

the time is NOW!

DOCUMENTS
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RESIDENTS • BUSINESSMEN • PROPERTY OWNERS

NOTE: *Golden Gateway* is a popular name for an area that has for legal reasons a more formal designation . . . the Embarcadero-Lower Market Area. For convenience of reference the shorter name is used in this pamphlet.

SAN FRANCISCO REDEVELOPMENT AGENCY

February 15, 1960

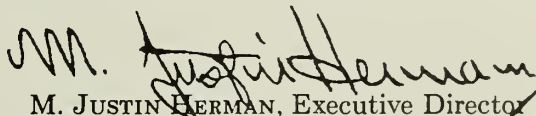
Dear Occupant or Property Owner in the Golden Gateway:

The purchase of property, relocation of residents and businesses, demolition, and the sale of land for new uses in the Golden Gateway are underway. After many years of study, planning and public hearings we are now at these action stages. This is the decision of the City and County of San Francisco.

Delay works to everyone's disadvantage—the loss of your best choice or early use of new and better locations or residences, the postponement of a great residential and commercial development, and the deferment of substantial increases in the City's tax revenues.

It is to your interest to sell early and move early. The Redevelopment Agency wants to pay *fair values at once* for the property as it is now used and to help occupants and property owners move. Anything less than this is not only illegal but unfair, and as a public agency we are responsible not only for the protection of the interests of the general public but for your rights as well.

This pamphlet is intended for quick reading. It can only give you the most elementary and summary information. Each of your situations involves special problems, and deserves special discussion and handling. Each of you will be contacted soon, but since it is to your advantage to start your sale or relocation early, do not hesitate to call on us for an earlier appointment at 327 Front Street. A phone call to YUkon 1-1171 for an appointment will help us both.


M. JUSTIN HERMAN, Executive Director



Who is in the Golden Gateway?

You are, if you live or own property within the boundaries of the area mapped on this page.

No resident, business or property is excluded.



Why is this area being redeveloped?

This area is being redeveloped because of legal findings of blight under the California Community Redevelopment Act by the City and County of San Francisco. Streets inadequate for modern uses, deteriorated buildings, and lack of modern facilities have all contributed to health hazards and congestion. In addition, what was once a good use for the land has become a poor use. The existing buildings in the Golden Gateway do not serve many of the owners and occupants well, and they prevent higher and better tax paying reuses. Redevelopment is the City's action under these conditions. It is to be taken promptly but with respect for property rights and maximum help to owners and occupants.

What happens to your business property?

You will receive from one of our real estate representatives an offer of purchase. This is based on appraisals made by experienced private appraisers. The appraisals are in terms of present uses. To be fair to all concerned, these appraisals are checked by our Agency's real estate specialists and rechecked by the staff of the U. S. Housing and Home Finance Agency, which is financing the purchase.

Our purchases are made promptly for cash

If you believe that our offer is not the fair market value, you should indicate this to us so that we may help you exercise your legal right to have the value determined by a court or jury promptly. For reasons stated in the letter on page 1, delay works to your disadvantage.



What relocation assistance is available for your business?

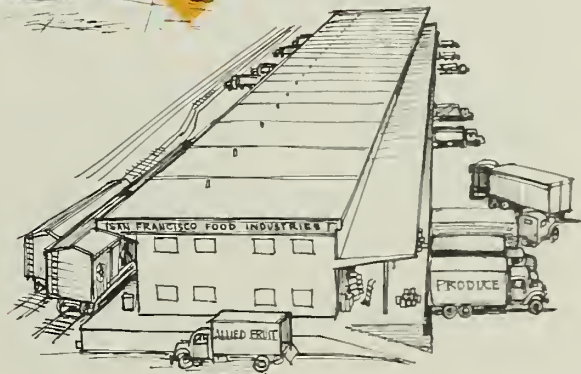
As a businessman you will be best off in making your own determinations as to where you move. We hope it will be within San Francisco. If you want suggestions, they are available at our site office, 327 Front St., YUkon 1-1171.

If you are a member of the produce or allied food industries, you are aware of the efforts the City and the Redevelopment Agency have been making in addition to your own for many years to obtain a suitable relocation area. These efforts are continuing. Special assistance is offered to these industries because they retain their effectiveness to themselves and the City if the individual firms move as a group. However, as soon as the majority of the produce industry properties are purchased, the Redevelopment Agency will require its tenants to move. Actual costs of moving will be reimbursed up to \$3,000 per business establishment.

What should you do about improvements to your property?

If they are made, they will be reflected in the appraised values and in the prices we pay for your property.

It is advisable that you continue essential maintenance of your property but refrain from making any major changes or improvements not required by lawful authority.



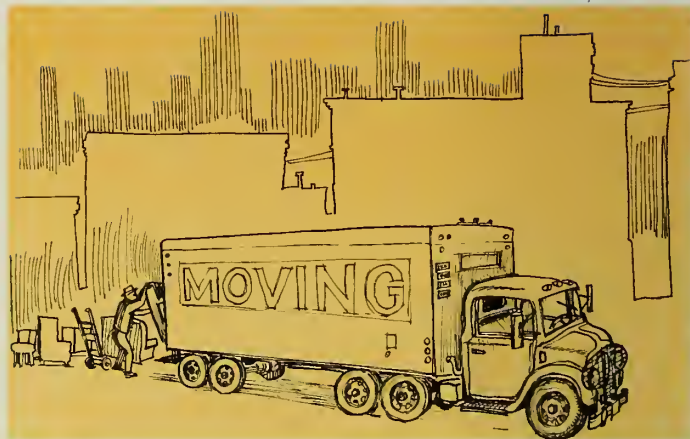
What happens to you as a resident of the area?

The property where you live will be bought by the Re-development Agency.

As soon as possible, you will be contacted by a representative of this Agency. You can get detailed information from him but you can get it earlier by arranging for an appointment at our site office, 327 Front Street, YUkon 1-1171.

Efforts will be made to help you find another suitable residence. You are obviously not prevented from making your own new living arrangements, but our legal obligation is a continuing one until you accept or refuse one of our referrals or obtain suitable quarters yourself.

If you own furniture, you will be paid moving expenses according to the number of rooms you occupy.



May you as a business operator or resident rent your property after it is bought by the Redevelopment Agency?

Yes, for a short period. The rate will be based on going rates in the area, and rentals by written agreement will be on a month-to-month basis until you are required to move.

The minimum advance notice on the required move is 60 days for businesses and 30 days for residents. As a practical matter, such notices will allow for a longer time for those tenants and owners of properties first acquired.

What is the demolition timetable?

It starts in the spring of 1960 and continues into 1962.

The order of each demolition contract depends on many factors—the availability of a sufficient number of structures to constitute a minimum economic work order for the demolition company, order in which several sections are to be rebuilt, the installation of new public utilities, etc.

But the wrecking crews will be in the project area continuously until the entire area is demolished.



What will happen to the Golden Gateway Area?

The land is being sold competitively after consideration of proposals and public hearings for new uses—residential, commercial and parking. These new uses must be in accord with the Official Plan adopted for the area by the Board of Supervisors.

The financing of this project is by the City and County of San Francisco and by the U. S. Housing and Home Finance Agency.

The San Francisco Redevelopment Agency expects that the land sold will bring a smaller return than the properties bought. The difference will be made up by grants of the Federal government, supplementing the public works financed by the City and County of San Francisco.

Who is doing this?

The program of clearance and the conversion of this area to new uses is being done by the San Francisco Redevelopment Agency, acting under State law with financing by the City and County of San Francisco and the U. S. Housing and Home Finance Agency, in accordance with a plan adopted by the Board of Supervisors after study by the Planning Commission, public notices and public hearings.



How serious are we about all this?

Please believe that our Agency, reflecting what the City desires, is determined to be fair, to be firm and to be effective in the *early* acquisition and relocation of businesses and occupants.

We want to be of maximum help within the limits of our talents, our legally available funds, and our time. Of course it helps us in our objective to reach an early agreement on the purchase of property so that we can speed demolition. But we are pledged to pay fair values. Differences not promptly settled will be referred to the courts.

We offer our relocation assistance in the same constructive spirit.

In our mutual interest, let us get on with the job of re-establishing you and rebuilding the Golden Gateway for all the people of San Francisco.



**For more information on the sale of your property or your relocation
from the Golden Gateway, phone:**

**GOLDEN GATEWAY SITE OFFICE
SAN FRANCISCO REDEVELOPMENT AGENCY**

327 Front Street • YUkon 1-1171

Hours: 8:00 a.m. to 5:00 p.m.

Monday through Friday

REDEVELOPMENT AGENCY OF SAN FRANCISCO

525 GOLDEN GATE AVENUE • TELEPHONE UNDERHILL 3-7750

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NOTES







